

notes

Dudley Mendheim

Started 1972 Out of College

Junior Cost Accountant

James Hulsby + Ernie Brodsky + Bob Selek started PPO 82-83

Then West Coast Regional VP 88

Early Challenges Staying in Business

Problems already in 72, Medicine was forcing growth BC+BS

Did not have management discipline to deal with size

Current issues: Inability to change

Medicine went to DRGs

Government influence on Industry now

used to be BC influenced gov't

Founders took a Marketing Perspective

Flaunted a Disciplined Management

Cascadia Social mission

Most satisfying contribution: Salvaging of PPO + HMO

Budget wars

Illness Management Program

Every Department running on its own